

## End-Of-Year Luau Event

### Public

**Name of Assessment Project:** End-Of-Year Luau Event

**Name(s) of Person(s) Responsible for Assessment Project:** Out of State and International Student Outreach Coordinator (Shawn Fore)

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**Providing Department:** Sixth College

**Other Units/Departments Involved in Assessment Project:**  
**Program, Service, or Event Related to Assessment Project:**

#### **Department Overview:**

As the number of out-of-state and international students increases, UC San Diego has adopted new initiatives to meet the unique needs of these student populations and increase student satisfaction. The Outreach Coordinator Department works in the colleges to assist non-resident students with transition to UC San Diego and helps these students get acclimated to campus life and California culture. The focus is on international and out-of-state students, but Coordinators also outreach to California students as well to create campus community and give students the opportunity to meet others from diverse cultures and backgrounds.

The Outreach Coordinators conduct student needs assessments and provide support through outreach, marketing and introducing campus resources to students. They also implement campus wide and college programming and events to connect non-resident students with each other, increase interactions between domestic non-resident students, and introduce non-resident students to the local San Diego and greater California regions. Housed in the colleges, Shawn Fore is responsible for Sixth, Revelle, and Warren Colleges and Malina Doherty is responsible for Marshall, Muir, and Roosevelt Colleges.

#### **Program, Service, or Event Related to Assessment Project:**

Most international and out-of-state students come to UC San Diego to obtain a distinguished degree and also to expand their knowledge through diverse experiences. With such a large non-resident student population, it is important to respect cultural differences and to learn from the diversity that exists among UC San Diego's campus. The Outreach Coordinator department assists non-resident students in acclimating to California culture, but also provides opportunities for students to meet other student from various backgrounds and learn about different cultures.

The End-Of-Year Luau Intern Collaboration Event gave students the chance to learn about Hawaiian culture. The Outreach Coordinators and College Interns sponsored a luau study break at the end of the quarter to highlight Hawaiian culture. The College Outreach Interns gave a presentation on the culture of Hawaii, students were able to play traditional games, and eat authentic Hawaiian food.

**Assessment Project Description:** The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the End-Of-Year Luau Intern Collaboration Event. Students were given the opportunity to anonymously express their satisfaction with the End-Of-Year Luau Intern Collaboration Event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event. The Outreach Coordinators distributed hardcopies of the assessment instrument at the end of the End-Of-Year Luau Intern Collaboration Event. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of the End-Of-Year Luau Intern Collaboration Event and to make improvements to the program for the upcoming quarters.

The main purpose of the assessment project was to assess:

- Number of participants attending the event
- Benefit of participation in event (increase in awareness and/or sense of belonging to UCSD)
- If students were able to connect with other students from California, out-of-state, or international
- If students are interested in attending similar social events in the future
- Overall satisfaction with End-Of-Year Luau event

**Unit/Program Specific Goals and Learning Outcomes:** As a result of participating in the End-Of-Year Luau Intern Collaboration Event, students will be able to:

- Report an increase in their sense of belonging to UC San Diego
- Report an increase in knowledge about other cultures
- Connect with other students from their home state, country, or region

**Relationship to Student Affairs:** Promote Social Justice and Community Responsibility

**Learning Outcomes:****Assessment Project Start:** 6/6/2014**Assessment Project End:** 6/6/2014**Population/Sample:** 162 students attended the End-Of-Year Luau Intern Collaboration Event. 110 attendees completed the assessment providing a 68% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All six UC San Diego colleges and all levels of the student body were represented.**Total Students Served: 162**

# of International Students Served: 34

# of Out-Of-State Students Served: 22

# of California Students Served: 106

**Type of Assessment:** Satisfaction study**Other Assessment****Type(s):****Assessment Methods:** Surveys**Other Assessment****Method(s):****Data Collection Tools:** Hard-copies of the survey were distributed at the end of the End-Of-Year Luau Intern Collaboration Event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the End-Of-Year Luau Intern Collaboration Event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event.**Data Analysis Methods:** Data from all paper assessment were compiled and uploaded manually to Excel by Outreach Coordinators.**Presentation of Findings:** The results of this assessment were used by the Outreach Coordinators to analyze the benefit of holding such cultural events for students and to improve cultural outreach programs for the following quarter based on student feedback. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee.**Progress:** 100%**Link Assessment Project in Campus Labs Baseline :****Name****Source**


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**Summary of Findings:** The main purpose of the End-Of-Year Luau Intern Collaboration Event assessment project was to assess the following. The data provided the following results:

- Participant demographic information
  - 162 student participants
    - 13% of attendees were International students
    - 7% of attendees were Out-Of-State students
    - 80% of attendees were California resident students
  - Students attended from all 6 colleges
  - Students from every grade level represented
- Benefit of participation in event (increase in knowledge and/or sense of belonging to UCSD)
  - 69% of participants agree or strongly agree they gained an increase in knowledge of other cultures
  - 47% of participants reported an increase in their sense of belonging to UCSD
- If students were able to connect with other students from California, out-of-state, or international
  - 83% of participants reported meeting at least 1 new person at event
    - 31% of participants connected with other international students
    - 41% of participants connected with other out-of-state students
    - 88% of participants connected with other California-resident students
- If students are interested in attending similar social events in the future
  - 92% of participants reported they would attend a similar event in the future
- Overall satisfaction with End-Of-Year Luau event
  - 90% of students were satisfied (or higher) with event

In addition to findings directly correlated with learning outcomes, the assessment also illustrated the following results:

- 44% of participants heard about the End-Of-Year Luau through Facebook and 30% of participants heard about the End-Of-Year Luau through a friend
- 66% of participants agreed the food was the best part

 End-of-Year Luau Assessment Data Infographic

 End-Of-Year Luau Assessment Results

**Impact of Assessment:** The assessment results were viewed by the Outreach Coordinators for analysis. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee. The findings were used to:

- Improve the cultural-related programs for the following quarter based on student feedback
- Increase awareness and advertising of cultural programs among international and out-of-state students to increase participation and benefits

**Lessons Learned:** The assessment results identified key findings of student satisfaction, benefit of participation in event, and student interest in attending similar events in the future. The assessment had a fairly low response rate due to the overwhelming amount of participants at this event. At future cultural programs, the Outreach Coordinators plan to be stricter in distributing and collecting assessment tools at each event in order to increase the response rate of attendees. The Outreach Coordinators will also incorporate a component of the event that is dedicated to an open dialogue between students talking about their own culture and learning from one another. The Outreach Coordinators also plan to increase advertisements and outreach to non-resident students to increase the student participation. It might also be helpful to hold the luau earlier in the quarter or at the beach so that students are more interested in attending. Surveys will be implemented for future cultural events and compared with these existing findings.

### Supplemental Information:

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